

## Message Text

UNCLASSIFIED

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ACTION ARA-10

INFO OCT-01 EB-08 ISO-00 /019 W  
-----060458Z 075240 /21

R 052248Z APR 77  
FM AMEMBASSY MEXICO  
TO USDOC WASHDC  
INFO:RUEHC/SECSTATE WASHDC 1332  
AMCONSUL BELIZE  
AMEMBASSY BOGOTA  
AMCONSUL CALI  
AMEMBASSY CARACAS  
AMEMBASSY GUATEMALA  
AMCONSUL GUAYAQUIL  
AMEMBASSY MANAGUA  
AMCONSUL MEDELLIN  
AMCONSUL MARACAIBO  
AMEMBASSY PANAMA  
AMEMBASSY QUITO  
AMEMBASSY SAN JOSE  
AMEMBASSY SAN SALVADOR  
AMEMBASSY TEGUCIGALPA  
ALL USCONS MEXICO (BY POUCH)  
BT  
UNCLAS MEXICO 04580

FOR STERLING OIM COMMERCE

E.O. 11652: N/A  
TAGS: BEXP,MX  
SUBJECT: END OF SHOW REPORT: MEDICAL INSTRUMENTS & EQUIP.  
EXH., USTC, MEXICO CITY, MARCH 22-25, 1977.

1. NAME OF EVENT: HOSPITAL INSTRUMENTS & EQUIP. EXH.
  2. PLACE AND DATES: U.S. TRADE CENTER, MEXICO CITY,  
MARCH 22-25, 1977.
  3. PARTICIPANTS: 25 (NTM-21, OTM-4)
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- 3A. EXHIBITORS: 31 (NTM-23, OTM-8)
4. FLOOR SALES AT EXHIBITION, INCLUDING DOLLAR VALUE OF  
MERCHANDISE TURNED OVER TO AGENTS & DISTRIBUTORS:  
59,700, (NTM-41,700, 18,000)
5. EXPECTED TO BE SOLD OVER PERIOD OF NEXT 12 MONTHS AS  
RESULT OF THIS EXHIBITION: 1,845,000, (NTM-1,125,000,  
OTM-720,000)

6. COMPANIES SEEKING REPS.: 16  
7. REPS. SIGNED: 4  
7A. REPS. EXPECTED TO BE SIGNED DURING NEXT 12 MONTHS:  
15  
8. REP. LEADS: 77  
9. COMPANIES SEEKING JOINT VENTURES OR LICENSEES: 1  
10. JOINT VENTURES OR LICENSEES SIGNED: 0  
10A. JOINT VENTURES OR LICENSEES EXPECTED TO BE SIGNED  
DURING NEXT 12 MONTHS: 2  
10B. LEADS: 6  
11. SALES LEADS: 403 (NTM-317, OTM-86)  
12. REGISTERED ATTENDANCE: 561  
13. MARKETING OBJECTIVES SUMMARY:  
A. FIRMS FULLY ACHIEVING PRIMARY MARKETING OBJECTIVES: 18  
B. FIRMS PARTIALLY ACHIEVING PRIMARY MARKETING OBJECTIVES  
:6  
C. FIRMS FAILING TO ACHIEVE PRIMARY MARKETING OBJECTIVES: 0  
D. FIRMS UNABLE TO REPORT IF THEY ACHIEVED PRIMARY  
MARKETING OBJECTIVES: 1  
14. COMMENTS:  
A. THIS EVENT CAN BE DESCRIBED AS QUITE SUCCESSFUL, FLOOR  
SALES OF \$59,700, 12-MONTH PROJECTED SALES OF \$1,845,000  
AND TOTAL REGISTERED ATTENDANCE OF 561 AT EXHIBITION AND  
SEMINAR ARE CONSIDERED VERY GOOD. IN VIEW OF THE CURRENT  
BUSINESS CLIMATE IN MEXICO. ORAL AND WRITTEN COMMENTS OF  
THE EXHIBITORS WERE ALSO GENERALLY VERY FAVORABLE, INCLUD-  
ING THOSE EXPERIENCED IN OTHER OIM EVENTS AND THOSE WHO  
HAVE PARTICIPATED IN PRIVATELY-SPONSORED EVENTS IN MEXICO.  
MANY COMPLIMENTED HIGH QUALITY OF AUDIENCE AS HAVING CON-  
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SISTED OF THOSE CATEGORIES THEY SPECIFICALLY WANTED TO  
SEE. EXHIBITION ORGANIZATION, PROMOTION AND MOUNTING ALSO  
PRAISED BY MOST EXHIBITORS.  
B. PRODUCT MIX CONSIDERED EXCELLENT AND IS CREDIT TO OIM  
PROJECT OFFICER. IT FACILITATED EFFECTIVE PRESENTATION ON  
FLOOR.  
C. OF TOTAL REGISTERED ATTENDANCE, 49 PERCENT WERE END  
USERS AND 26 PERCENT AGENTS/DISTRIBUTORS. REST WERE MANU-  
FACTURERS AND "OTHERS". LARGE NUMBER OF VISITORS INTERESTED  
IN SALES REPRESENTATION ESPECIALLY IMPORTANT IN VIEW OF  
THE NUMBER OF EXHIBITORS WHO WERE SEEKING.  
D. SEMINAR ATTENDANCE A BIT DISAPPOINTING, 93 IN TOTAL  
WHICH INCLUDED HOSPITAL ADMIN. SESSIONS, ARTHUR D. LITTLE  
PRESENTATIONS AND THOSE BY EXHIBITORS.  
E. DAILY ATTENDANCE FLOW SURPRISING IN THAT NUMBER ON LAST  
EVENING (164) ALMOST EQUALLED THAT OF OPENING NIGHT (166)  
WHEN WE HAD RECEPTION ON FLOOR INVOLVING EXTENSIVE PROMO-  
TION. VISITOR COMMENTS OF THESE RESPONDING TO QUESTION-  
NAIRE FAVORABLE AND MAY WELL HAVE CONTRIBUTED TO LATE

SURGE IN ATTENDANCE.

F. MEDICAL AUDIENCE IS TRADITIONALLY DIFFICULT TO ATTRACT TO USTC EVENTS. HOWEVER, OUR CONSIDERABLE PROMOTIONAL EFFORT INCLUDING ASSISTANCE OF SUPPORT POSTS SEEMS TO HAVE PAID OFF.

G. ASSUMING THAT LOCAL BUSINESS CLIMATE WERE FAVORABLE AND ASSUMING GOM IMPORT LICENSING POLICIES WERE ALSO FAVORABLE AT THIS TIME, USTC FEELS THIS THEME COULD BE REPEATED FOR MAJOR EXHIBITION IN APPROXIMATELY THREE YEARS. THOMPSON

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
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**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Status:** NATIVE  
**Subject:** END OF SHOW REPORT: MEDICAL INSTRUMENTS & EQUIP. EXH., USTC, MEXICO CITY, MARCH 22-25, 1977.  
**TAGS:** BEXP, MX  
**To:** COM  
**Type:** TE  
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**Review Markings:**  
Margaret P. Grafeld  
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